

EXTENDED ABSTRACT PROCEEDINGS

SYMPOSIUM ON STRATEGY &
TRANSFORMATION MANAGEMENT
FOR TERTIARY EDUCATION
(SSTM – TED 2023)



OFFICIATING SPEECH

Distinguished colleagues, guests, ladies, and gentlemen.

Assalamualaikum Warahmatullahi Wabarakatuh.
Salam Sejahtera. Greetings to everyone.

Alhamdulillah, all praise is due to Allah S.W.T. for His blessings which enable us to gather for this very significant academic event. It is with great honour and pleasure that I welcome you to the 2023 Symposium on Strategy & Transformation Management for Tertiary Education (SSTM-Ted 2023), hosted by the University Transformation Division, Universiti Teknologi MARA (UiTM) in collaboration with the Institute of Leadership and Development of UiTM. My heartfelt congratulations to the conference committee and organisers, especially to the Assistant Vice Chancellor of Strategy of UiTM, Prof. Dr Nor Hayati Saad, for organising this exclusive intellectual gathering that focuses on Tertiary Education management.

Ladies and gentlemen,

The SSTM-Ted 2023 gathers speakers from universities and various institutions around the world to share their best practices in strategic thinking and transformational management. The symposium aims to provide a platform for the exchange of insights, challenges, and successes in navigating the dynamic landscape of strategic management at the university level. It offers higher education leaders, managers, and practitioners the opportunity to explore the multifaceted dimensions of strategy and transformation, considering the interplay between organisational goals, technological advancements, societal changes, and competitive environments. The symposium theme this year "**Internalising Value, Attaining Performance**" highlights the importance of instilling values in every individual in an organisation.

This denotes that accelerating performance can lead to the enhancement of efficiency, productivity, and effectiveness in achieving goals. Creating value, on the other hand, involves generating improvements that are valuable to an organisation. The symposium has a stimulating line-up of keynote speeches that will delve into a myriad of topics that covers all six pillars of Globally Marketable University 2023. With that in mind, as an outcome of this symposium, I hope to see more practical applications of strategic thinking and transformational practices.

By bringing together international and UiTM management leaders, we aim to foster collaborations that yield impactful outcomes, enabling organisations to thrive in an ever-evolving global landscape, with our goal of achieving UiTM as a Globally Renowned University by 2025 underway. UiTM is undeniably committed to achieving its strategic goals as outlined in the UiTM2025 framework which considers national and global trends, as well as policies and planning at the university level.

Ladies and gentlemen,

I hope that you will make this symposium a worthwhile platform for networking, forging new partnerships, or even renewing collaborations. I encourage you to learn from one another. Respond and react by gathering from the collective wisdom and diverse perspectives shared in this virtual symposium to unlock innovative solutions and generate actionable insights that will shape the future of strategy and transformation management.

Once again, I would like to express my gratitude to the organisers of this conference, and everyone involved for their hard work and dedication in ensuring the success of the event. To all distinguished speakers, guests, and participants, thank you for attending and making this event meaningful and successful. May you have a fruitful and enjoyable time at the symposium, and I look forward to hearing your insights and ideas.

Thank you.

Wabillahi Taufiq Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.



Professor Datuk Dr Hajah Roziah Mohd Janor

Vice-Chancellor

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